

how  
to make  
good pictures  
with your

Polaroid®

**LAND CAMERA**

*The 700*

RESULTS LIKE THIS

*Guaranteed*

... because you can see what you're doing as you go along — and because every Polaroid Land Picture Roll carries a full replacement guarantee assuring you of perfect performance or a new roll free!



## HOW TO USE THIS BOOK

**FIRST** Read these A-B-C's of 60-second photography before you take your first picture. It will take only a few minutes and your very first picture will be a success.

**THEN** After you have mastered the fundamentals, continue with the rest of the book, which tells you how to get the most out of your

*The 700*

Polaroid Land Camera

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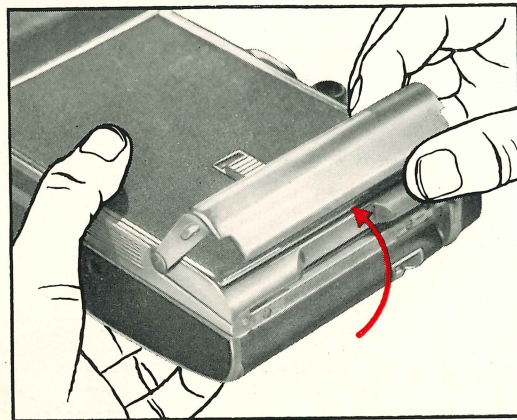
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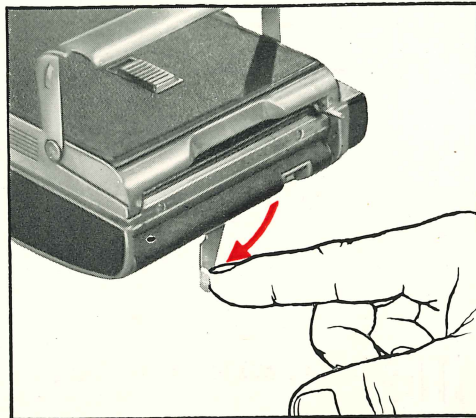
# How to LOAD THE CAMERA

You can load the camera in as little as ten seconds—far less time than it takes you to read these instructions. The picture roll actually drops in place. Do not load in direct sunlight.

## FIRST, OPEN UP THE BACK

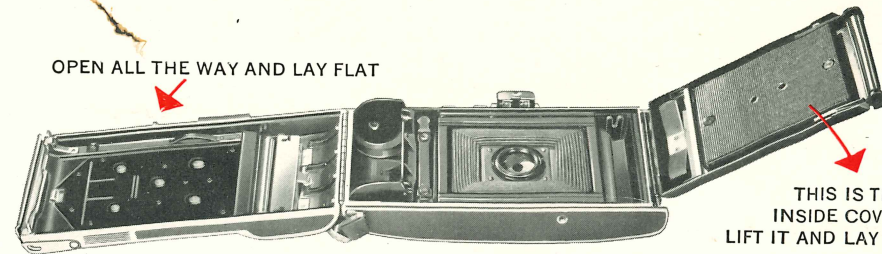


Lift cutter bar as shown.



Swing latch-lever down. Back will open.

OPEN ALL THE WAY AND LAY FLAT

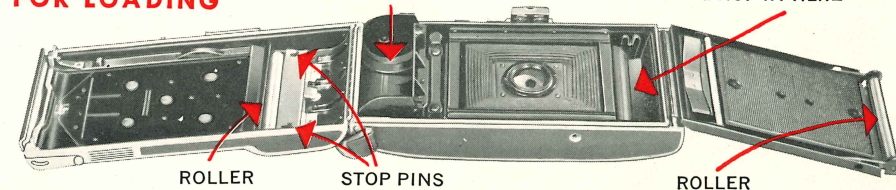


THIS IS THE  
INSIDE COVER  
LIFT IT AND LAY IT FLAT

NOW IT'S READY  
FOR LOADING

POSITIVE (WHITE) ROLL  
WILL DROP IN HERE

NEGATIVE (SPOOLED) ROLL WILL  
DROP IN HERE



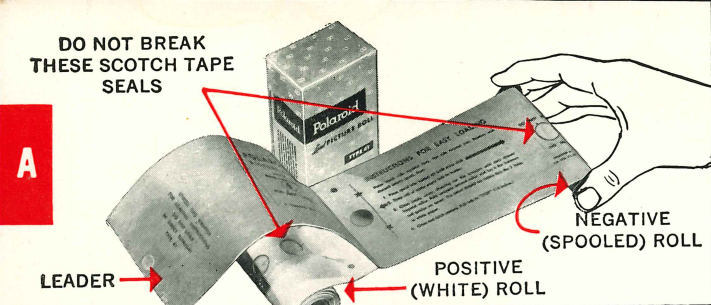
ROLLER

STOP PINS

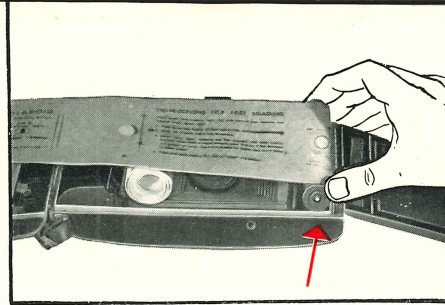
ROLLER

## STOP A MOMENT AND LOOK AT THE OTHER PARTS

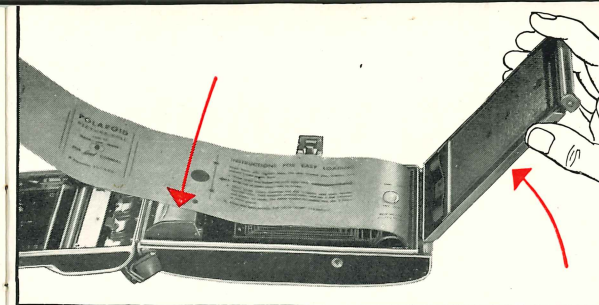
The two rollers are the heart of the camera. The picture papers will pass between these rollers, which control the picture-making by squeezing the developer reagent evenly between the positive and negative sheets. Keep these rollers clean — spin them before each roll is loaded, and remove with a damp cloth any particles of dirt. The stop pins shown above drop into holes punched in the paper and stop it automatically in the correct place each time you advance the paper to develop a picture.



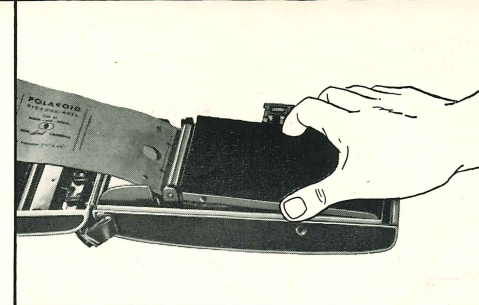
**UNWRAP THE PICTURE ROLL.** Polaroid Land picture rolls are the only ones that can be used in your camera. Open the box and remove the sealed foil wrapper. Unroll gently, being careful not to break the Scotch Tape seals.



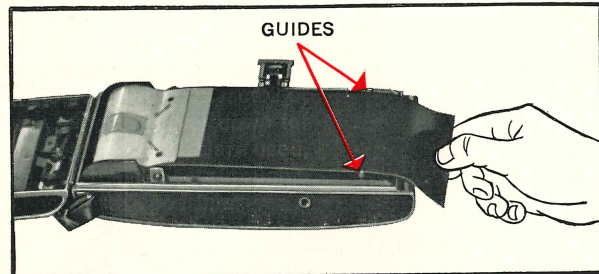
**1 PLACE THE SPOOL** in the negative slots so that Scotch Tape seal is on top of the spool.



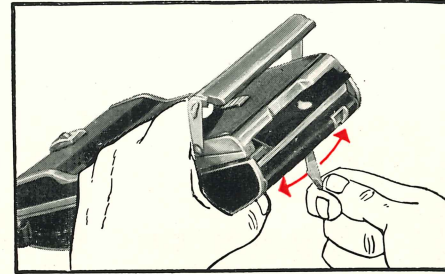
**2 DROP THE POSITIVE (white)** roll into its well.



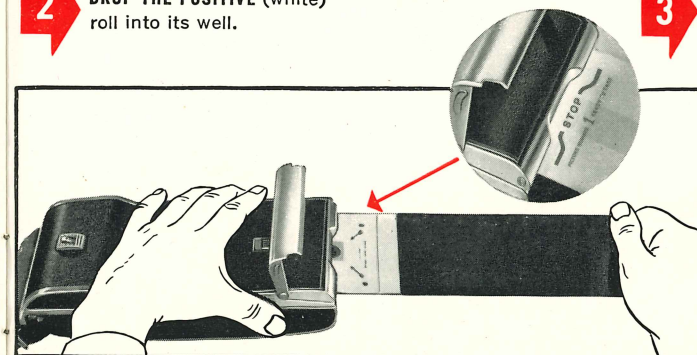
**3 SWING INSIDE COVER BACK** as shown. Draw out leader gently until stars appear beyond roller.



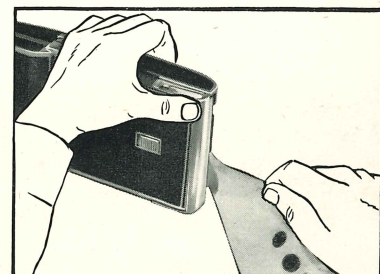
**4 FOLD LEADER BACK** around roller. Lay it flat between guides. Now close the outside cover.



**5 PICK UP THE CAMERA** like this. Squeeze it shut and swing the latch all the way left to engage prongs, then all the way right to lock. Make sure both sides lock.



**6 PULL THE LEADER TAB** straight out about 15" until it clicks and stops automatically at the words, "STOP — PICTURE NO. 1 Ready to Take."



**7 CLOSE CUTTER BAR** and hold down firmly with thumb — tear off and discard excess paper.



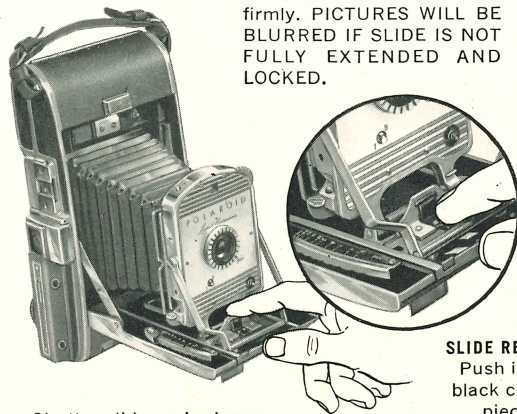
# How to TAKE A PICTURE

The purpose of this brief section is to show you how to take one kind of picture — a simple but common kind. It is a picture of a person, taken out-of-doors and close enough to be a good, informal portrait.



## TO OPEN THE CAMERA

**JUST PRESS THE COVER CATCH** and the cover will pop up. Open fully until cover braces click and lock cover rigidly.



Shutter slide and release.

**PULL SHUTTER SLIDE** all the way out until it clicks and locks firmly. **PICTURES WILL BE BLURRED IF SLIDE IS NOT FULLY EXTENDED AND LOCKED.**

**SLIDE RELEASE**  
Push in on black center piece.

## TO CLOSE THE CAMERA

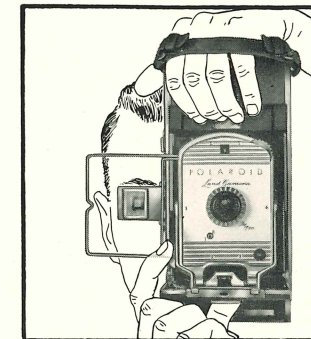
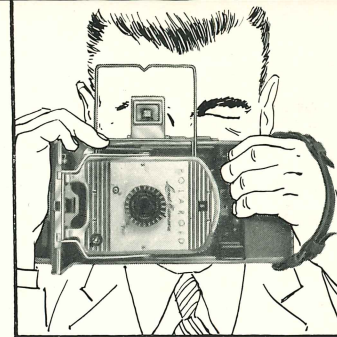
**PUSH IN ON SLIDE RELEASE** and push all the way back. Then pick up camera in both hands, lens facing you. Press down with thumbs on both cover braces, squeeze camera cover shut.

**CAUTION:** Be sure the wire-frame viewfinder and focusing track are pushed back into place before closing camera.

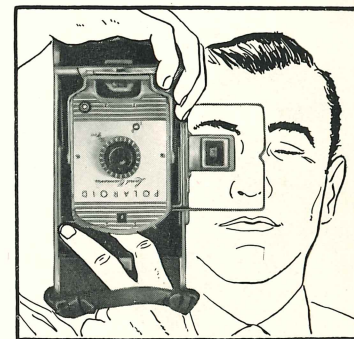


## HOW TO HOLD THE CAMERA

**FOR A HORIZONTAL PICTURE,** hold the camera this way, with your left hand through the strap as shown. Hold camera firmly against face and shoulder to prevent motion.

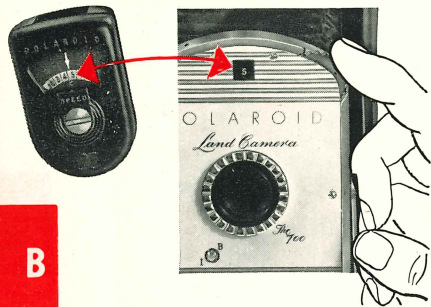


**FOR VERTICAL PICTURES,** there are two convenient ways to hold the camera. The position shown above is the conventional way —



but you may find you can hold the camera even steadier if you cradle it upside down on your shoulder, as shown here.

B

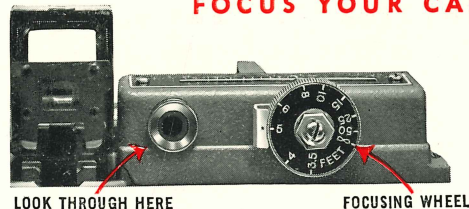


## SET THE SHUTTER

The shutter dial automatically selects the right combination from four separate shutter speeds and five different lens settings. The shutter dial settings run from 1 through 8. Your Polaroid Exposure Meter, PR-22, tells you which number to use. Always set the dial exactly on the number—you can feel it click in place. If you do not have the meter, estimate light conditions according to the exposure guide packed with the picture roll. For this first "sample" picture, let's assume you're out of doors on a sunshiny day. Set the shutter to No. 5.

**NOTE:** If you own a conventional meter, see chart on page 19.

## FOCUS YOUR CAMERA



Look through the rangefinder. BE SURE YOU DO NOT COVER EITHER OF FRONT WINDOWS WITH YOUR HAND WHEN USING RANGEFINDER. You will see two images. Now turn the focusing wheel on the rangefinder slowly until the images come together to make one sharp image.

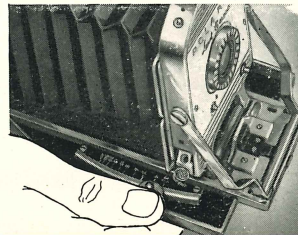


NOT IN FOCUS



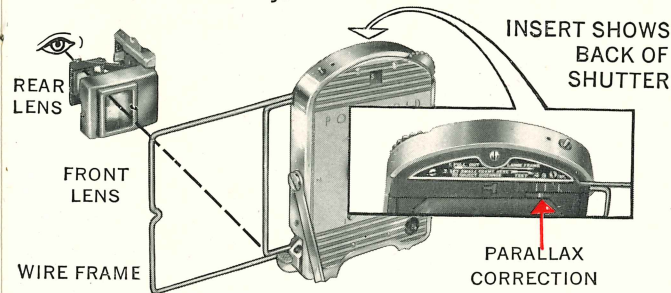
IN FOCUS

Now read the footage indicated on the focusing wheel. Set this same distance on camera's focusing track and your camera is now in focus.

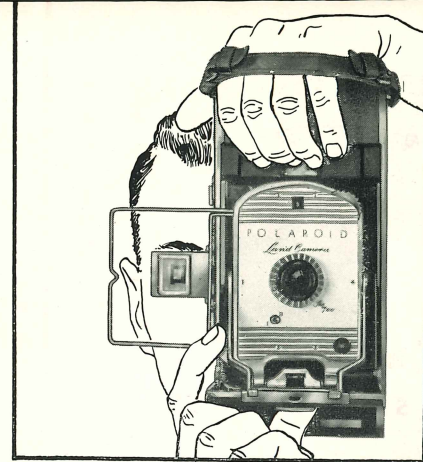


## AIM THROUGH THE VIEWFINDER

The optical viewfinder snaps open easily with a flick of the finger. Now pull out the wire frame (mounted on the shutter housing) as far as it will go. Pull by the outer frame which will automatically pick up and move the inner frame into position. Your viewfinder is now ready for sighting subjects 10 feet or more away.



For subjects closer than 10 feet you must correct for parallax to aim your camera accurately. This is done with the wire frame. On the back of the shutter housing, at the top, you will find two numbers. Under the infinity (INF) mark you will see the end of the wire frame—the indicator for parallax correction. Push in on the inside wire frame until the indicator is at the desired distance. For example, for this 5-foot picture, set the indicator between the 4-foot and 8-foot marks.



The camera will actually record slightly more of the scene than you will see through the viewfinder. This helps to correct for small errors in centering and framing. You're now ready to shoot.

## ...CAUTION...

Press the shutter lever

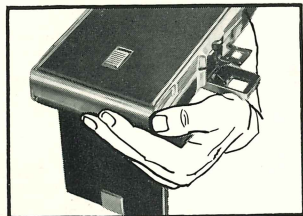
S-L-O-W-L-Y

You have now taken the picture

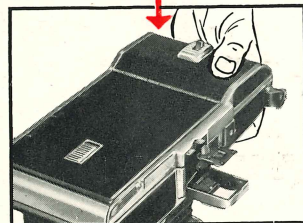


# How to DEVELOP A PICTURE

HOLD THE CAMERA THIS WAY

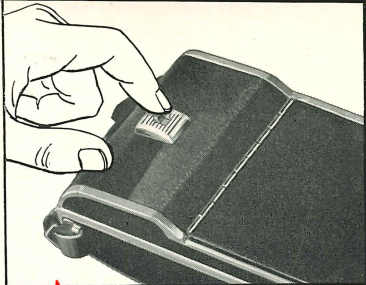


OR THIS WAY



WHICHEVER FEELS MORE SECURE AND COMFORTABLE

Shield the camera from direct sunlight during this operation.



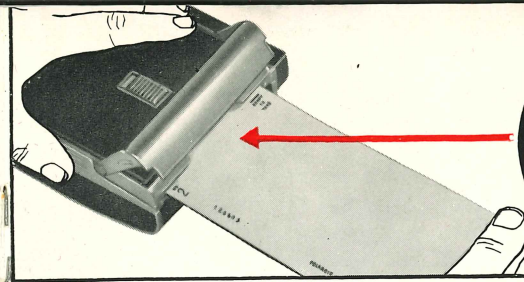
**1** SNAP THIS SWITCH in either direction to release film. (If you snap it accidentally, don't worry — no harm is done.)



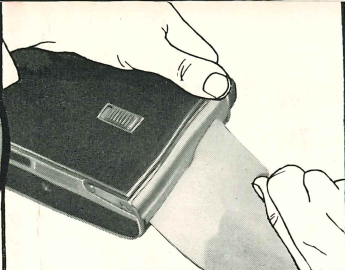
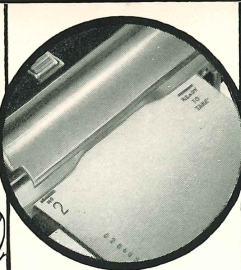
**2** LIFT CUTTER BAR and take a firm hold on the paper tab, putting your thumb lengthwise along the top.

**5** WAIT 60 SECONDS! The picture is now developing inside the camera. Development time is important. Follow the instructions that are packed with the picture roll. In cold weather additional development time is required. Until you get used to estimating a minute, check yourself with a watch.

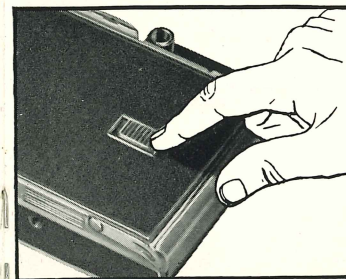
**IMPORTANT.** When you pulled the tab, you started the processing of your first picture — and also advanced the paper for the next. (You can check this by lifting the cutter bar and looking at the printing on the tab.) The "negative" of the first picture remains in the camera until you pull the tab again. At that time it is torn off and discarded.



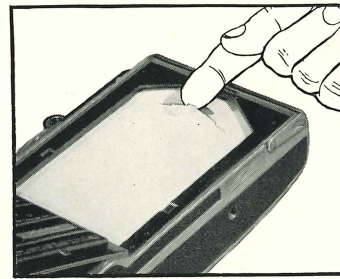
**3** PULL THE TAB out of the slot with a single fairly-rapid motion. Do not hesitate midway. Pull all the way out until you hear a click and the tab stops automatically. Pull straight out, not downward. Paper is now advanced and ready for second picture.



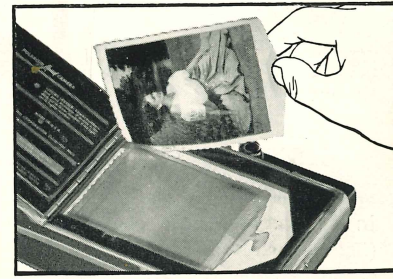
**4** CLOSE CUTTER BAR and hold down firmly with thumb. Then tear off excess paper.



**6** SLIDE LATCH BACK on the picture door.



**7** LIFT PICTURE DOOR and remove the finished print, starting with oval cutout.



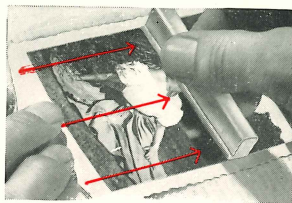
**8** LIFT PICTURE CAREFULLY along perforation to avoid tearing. Then close and relatch picture door by sliding latch back to original position. Your camera is now ready for the next picture.

# IMPORTANT

Here's how to make sure your Polaroid Land Pictures will withstand storage and handling for years.

## 1. COAT EACH PRINT IMMEDIATELY.

Flatten print by drawing over a table edge. Apply the print coater supplied with each roll of film. Coat entire surface with 6 or 8 firm strokes, including edges and corners. Get the habit of coating your pictures right away. If for any reason you cannot coat your pictures immediately, be sure to coat them before handling or storing.



## 2. STORE PRINTS IN EITHER OF THESE WAYS:

In a Polaroid Picture Album. (See your dealer.) In any album with separate transparent acetate pages. Do not store prints in ordinary paper albums, or use ordinary black paper mounting corners.



There are many common abuses which are harmful to any picture — whether it be a Polaroid Land Picture or a conventional print. If you want any picture to give you years and years of enjoyment, here are some specific don'ts:

### DON'T WRITE

on the back of your prints or harm them by other mechanical abrasions. If you must make notes, jot them along the very edge of the back of the print.

### DON'T BEND

buckle or crease your pictures in any fashion. Carrying them unprotected in a pocket, for instance, can cause tiny cracks in the emulsion which may give you trouble in the future.

### DON'T USE PASTE OR RUBBER CEMENT

to mount your pictures. Impurities in almost all adhesives may cause pictures to discolor.

# How to CORRECT YOUR PICTURE ON THE SPOT

Now — let's look at the picture you just made. In case it's not exactly what you want, here's how to spot some common errors and how to correct them.

## INCORRECT EXPOSURE

This is easiest of all to correct because of the single dial which controls both aperture and shutter speed. The lower the shutter number you use, the more light will come in through lens, making your picture lighter. Use of a higher number will make your picture darker.



**TOO DARK** — set to a lower shutter number



**JUST RIGHT** — no change in lens opening required



**TOO LIGHT** — set to a higher shutter number



## BLURRED OR FUZZY IMAGE

The three common causes of fuzzy pictures are shown at right. Check focus again. Be sure to hold the camera securely — and hold your breath when you press the shutter release. Don't punch the release; squeeze it slowly. Be sure bellows are pulled all the way out and locked.



**FOCUSING INACCURATE**  
Note subject is blurred. Background is sharp.



**CAMERA MOVED**  
All objects in picture are blurred.



**SUBJECT MOVED**  
The face is blurred while rest of subject is sharp.

## LOADING OR DEVELOPING ERRORS CAN CAUSE THESE:



**NEGATIVE ROLL LIGHT-STRUCK IN LOADING**  
Note white streaks across picture. Do not break Scotch-Tape seal!



**UNEVEN PULLING OF TAB**  
Pull tab with a single, fairly fast motion to avoid streaks. Don't stop or hesitate midway.



**TAB SLOT NOT SHIELDED FROM SUN**  
Keep tab slot in shadow when pulling tab.



**UNDERDEVELOPED**  
Allow full minute after pulling tab, longer in cold weather.

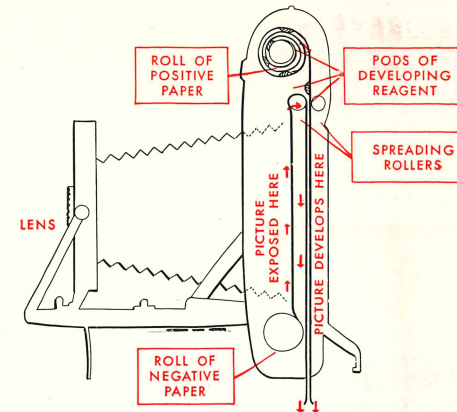
## How the PROCESS WORKS

When the Land photographic process was announced a few years ago, Reader's Digest hailed it as "... one of the greatest advances in the history of photography." Since that time, hundreds of thousands of Polaroid Land Camera owners have been delighted with the pictures they have taken using this magic process.

Many persons like to know how it works, so this page is included. However, if you are not particularly interested in the workings of the camera, feel free to skip this page as it is not at all necessary to understand the process to get the best pictures you've ever taken.

The Land photographic process uses a light-sensitive "negative" material which is something like conventional photographic film. Ordinarily this negative, after exposure, would be developed, fixed, washed and dried, and then used to make positive prints in another series of operations. But in the Land camera, the negative and positive are developed at the same time, by the same chemical reagent.

As the diagram shows, the negative and positive rolls are placed in their containers, with the negative moving past the lens box and around a roller, where it meets the positive sheet.



When the camera back is closed, the upper and lower rollers press the two sheets together. As the sheets are pulled to process a picture, a small sealed "pod" containing a jellied compound and attached to the positive sheet passes between the rollers and breaks out along one edge allowing the mixture to flow out. The rollers spread the reagent between the two sheets, and development takes place. A true photographic image forms on the white positive paper (which is not light-sensitive). The image is made of metallic silver carried over from the negative in precisely the right amounts to depict the scene as you photographed it.

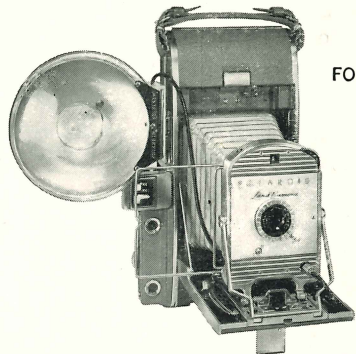
## How to take FLASH PICTURES

THE 700 has two built-in flash systems. One connection gives highly accurate synchronization for regular flash bulbs, while the other was designed especially for high-speed electronic flash.

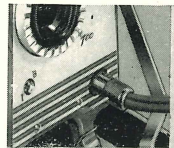
### FOR REGULAR FLASH BULBS:

Polaroid B-C Powerflash #240 is designed especially for THE 700. It features an exclusive bounce-flash bracket which will give you the best flash shots you ever took. Complete instructions are furnished with each gun.

Your new camera has a flash guide built right in. It's mounted on top of the rangefinder housing and calculates the correct shutter setting for various distances and the type of Polaroid Land Film used.



FOR ELECTRONIC FLASH



FOR REGULAR FLASH

### ELECTRONIC FLASH:

Your Polaroid Land Camera has a built-in connection with proper synchronization ("X" or "Zero" delay) for high-speed electronic flash. The Polaroid Electronic Flash Adaptor Cord #490 connects the electronic flash contact of your camera with the cord of conventional electronic flash units. Proper synchronization for electronic flash is obtained only at shutter settings #4 through #8.

## INDOOR SHOTS and TIME EXPOSURES

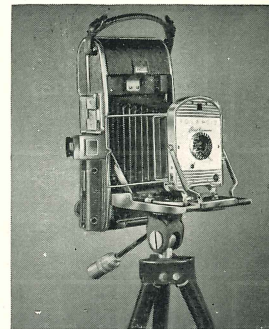
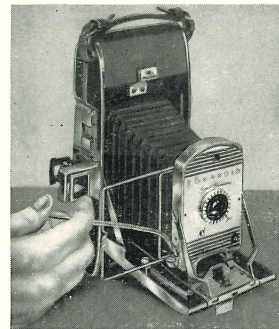
You can have great fun and get excellent photographs indoors with nothing more than regular house lighting. With the new, fast Panchromatic Polaroid Land Films it is possible to get pleasing pictures on shutter #1 with just the light from a 100 watt bulb placed 18 inches from your subject (use the 400 Speed for this sort of picture).

With the slower speed films time exposures will give you fine results. Try this method yourself:

1. For a time exposure move the Time Knob on the face of the lens housing to "B", and the shutter dial to #4. Using light from one 100-watt lamp shining directly on the subject's face 2 or 3 feet away, hold the exposure lever down for about 3 seconds. If photoflood lamps are used, or if outside light falls on the subject through a window, shorter exposures are possible.

2. If the picture turns out too dark double the exposure time on the next; if too light, cut the time in half.

Always reset to "B" for each time exposure — the shutter returns to "I" automatically when it is released.



REST CAMERA ON TABLE . . . OR USE A TRIPOD

3. Do not try to hold the camera by hand, because it will move and blur the picture. If you do not have a tripod, you can use the support on the front cover and set the camera on a table, placing it with the lens as close to the edge as possible. A further aid to stability is a cable release which screws into the shutter housing just above the exposure lever.



## ACCESSORIES DESIGNED FOR YOUR MODEL 700 CAMERA

POLAROID®

### DeLUXE COMPARTMENT CASE #309

This handsome case is designed especially for the 700 Camera and its accessories. It has compartments or pockets for the camera, flash gun, filter kit, close-up kit, exposure meter, flash bulbs, picture rolls, exposed pictures and albums — everything you need for every kind of picture. Ingenious compartment arrangement eliminates stuffing and stacking.

\$24.95



POLAROID®  
FILTER  
KIT  
#541

These three snap-on filters, used separately or in combination, give exciting special effects with clouds, reflections, distant scenery.

\$5.95



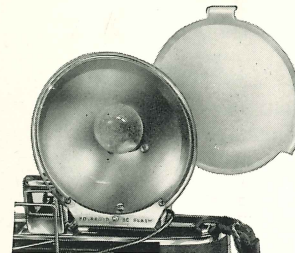
POLAROID®  
CLOSE-UP  
LENS KIT  
#540

Portraits, flower pictures, miniatures, photocopies, can be done simply and quickly with your subject as close as 6 inches with perfect sharpness. Built-in steel measuring tape gives correct adjustments for camera focus and lens attachment.

\$8.95

... Results are better ... easier ... quicker.

### POLAROID® POWER FLASH #240



The most modern and powerful of flashguns, this battery-capacitor unit features an exclusive bounce-flash bracket. This bracket enables you to take pictures with the "natural look" ... the same type that are the favorites of big magazine photographers. The gun also has an attached safety shield, snap-on diffuser and a trigger ejector for used bulbs. Handsomely styled in grey and black to match The 700.

\$15.95

### POLAROID® LAND PICTURE ALBUMS



Sixteen Polaroid Land Pictures slip into place easily without paste or mounting-corners. Pocket-size, with handsome cover and plastic spiral binding. Plenty of room for captions.



### POLAROID® EXPOSURE METER, PR-22

Compact photoelectric meter makes correct exposure simple and certain. The meter scale reads in numbers corresponding to shutter numbers. Just point the meter, read the number and set the camera to match.

\$14.25

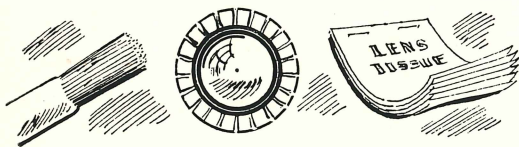
#### NOTE:

If you already own a conventional exposure meter and wish to use it with your Polaroid Land Camera, look for the nearest combination of the following pairs of speed and aperture which correspond to the Land Camera shutter numbers.

#1 = f/8.8 at 1/12 sec.	#5 = f/12.5 at 1/100 sec.
#2 = f/8.8 at 1/25 sec.	#6 = f/17.5 at 1/100 sec.
#3 = f/8.8 at 1/50 sec.	#7 = f/25 at 1/100 sec.
#4 = f/8.8 at 1/100 sec.	#8 = f/35 at 1/100 sec.

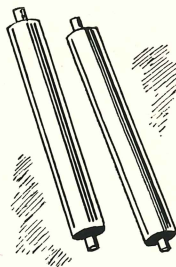
## CARE OF CAMERA

The 700 Camera is ruggedly built to withstand continued use, and with reasonable care your camera should last indefinitely. Some of the parts — even though well protected — are necessarily delicate, and careful handling will prove rewarding. Periodic cleaning is of great importance, and instructions below should be followed carefully.



**CARE OF LENS:** The highly polished lens surfaces are coated with a special coating to reduce reflections and make sharper pictures. Do not touch the lens with your fingers. The coating is relatively hard, but it can be damaged by fingerprints and scratches. Clean lens by first blowing off or brushing off (with soft lens brush) loose lint and dust particles, then polish gently with lens tissue or soft, lintless cloth.

**CARE OF ROLLERS:** The two steel rollers (see page 3) which control the picture processing are the heart of the camera. They must be kept clean, free of foreign matter which can spoil your pictures by causing white spots  $1\frac{1}{2}$ " apart along length of picture. Before loading each roll, turn each roller slowly and remove foreign deposits with fingernail or moistened cloth. If foreign matter collects on black-enameled interior plates, clean carefully with water-dampened cloth.



**LUBRICATION:** No lubrication is needed on any parts of the camera. The tips of the steel rollers in THE 700 Camera are sealed in a self-lubricating bearing chamber. The combination of bearing movement and self-lubrication means that this vital part of the camera has been given maximum protection and requires no servicing on your part.

Keep camera closed when not in use. Keep away from sand and moisture. Do not store camera in direct sunlight or in damp locations. Avoid excessive heat, which can spoil pictures and interfere with proper camera operation.

## YOUR CAMERA MUST BE REGISTERED

- TO VALIDATE YOUR 10 YEAR GUARANTEE
- TO PUT YOU ON OUR MAILING LIST SO YOU WILL RECEIVE FIRST-HAND INFORMATION ABOUT NEW DEVELOPMENTS IN 60-SECOND PHOTOGRAPHY.

## SERVICE INSTRUCTIONS

For repair and servicing under the terms of the Polaroid Land Camera Guarantee, send camera in original or comparable packing, transportation charges prepaid to whichever Polaroid Service Station is nearest you (see next column).

Attach a separately-stamped letter giving nature of complaint and enclosing sample pictures. Be sure camera is tagged to show your name and address. Repairs not covered by the guarantee can also be made by the Polaroid Service Department at an appropriate charge, or if more convenient for you, by the local camera service organization suggested by your dealer.

## GUARANTEE

Your Polaroid Land Camera is guaranteed against defects in materials or workmanship for ten years following date of original purchase. During this period, any such defects will be remedied without charge (except for transportation) when camera is returned prepaid to Polaroid Service Department.

## POLAROID CORPORATION SERVICE STATIONS

730 Main Street  
Cambridge 39, Mass.

Box 277  
Union, New Jersey

Box 8452  
Chicago 80, Illinois

Box 269  
Denver 2, Colorado

Box 2740  
Little Rock, Arkansas

826 Cole Avenue  
Hollywood 38, California

For Canadian  
Residents only:

Graflex of Canada, Ltd.  
137 Wellington Street  
Toronto, Canada



## USE POLAROID'S SPEEDY COPY & ENLARGEMENT SERVICE

...you'll want extra copies and enlargements to give your friends and relatives. These sparkling copies, which match the quality of your original print, can be obtained easily, quickly and inexpensively, directly from Polaroid Corporation.

Or, if you prefer, you can order your own regular film negatives for use in your darkroom or by your photo finisher.

Enlargements, either in black and white or hand-colored are also available at low cost. You will find instructions, prices and a handy order blank packed with every Polaroid Land Picture Roll.

**Polaroid Corporation**  
Cambridge 39, Massachusetts